



# Movemeant Foundation

## Summary

- Sourced from:
- Project Stage:
- Technical Difficulty:

## Call Notes

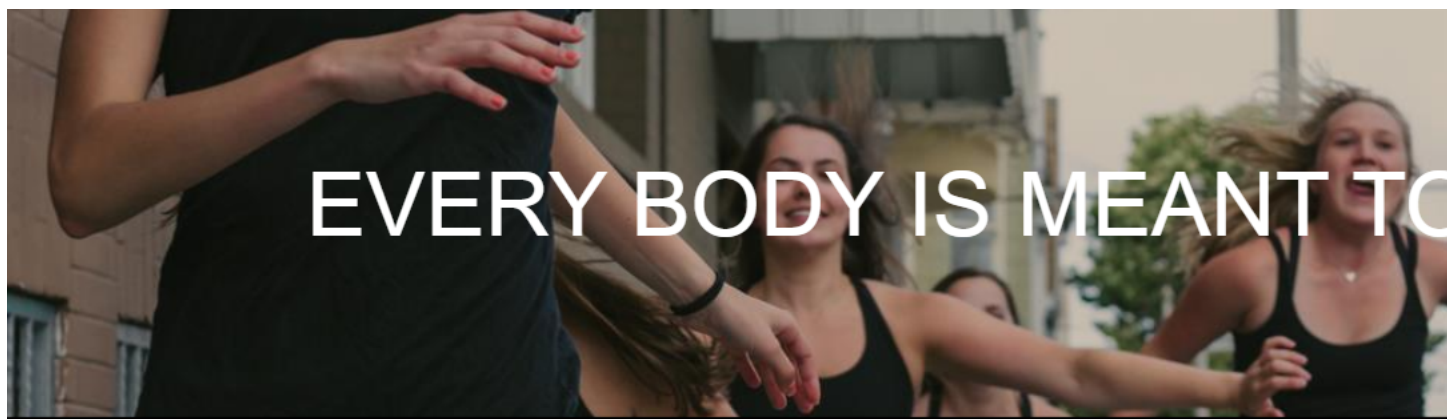
- Focus: whole health initiative for self-empowerment for girls. Helping girls adopt healthy active lifestyles -> uncover self-confidence, self-esteem, applying empowerment to other parts of life.
  - Charina -> previous tennis player
- **Problems**
  - Being able to connect with people to understand how fitness and their well-being are directly correlated.
  - Dealing with feelings -> helping people to bridge that gap.
  - Ex: breast cancer -> we could talk about breast cancer research, medical results for treatments. But at Movemeant, they're focusing on less tangible things like people's perception of their happiness e.g. being able to stand up to a bully.
  - Ex: yoga class -> feeling more mindful and present -> approaching argument with family/friend in a different capacity.

- Organization overview
  - COVID impact → org structure changed
    - No schools or sports teams open?
    - Reallocated funds used for curriculum to covid programs.
  - Pre-covid methodologies
    - 1) fundraising function across the US: host fitness events for all types of people and all ages who can take part in all modalities of exercise. Designed to raise money.
    - 2) Used fundraiser funds and bring to middle schools to host curriculum and offer movement-based scholarships. Focused mostly on under-resourced title 1 schools (70% are in the free/reduced lunch program). Schools that have less access to physical curriculum.
- Movemeant curriculum
  - 12 weeks long. Covers topics that impact young people today and how to address them: Mental health, nutrition, social media, bullying.
  - Curriculum built for adult facilitators.
  - Logins for
    - Educators
    - Adults
- When schools open up again, having convos with health educators/pe teachers/etc.
  - Looking to make the curriculum digital.
  - **Why? Make the curriculum more accessible (for parents/educators to find resources to educate their children).**
    - **Current body-positivity education for women empowerment is a “slippery slope” (online may have dark/triggering photos)**
  - Would like to disseminate easier.
- If focus is on parents/educators, how to grapple with the issue of parents having a specific image of what’s healthy?
  - Ideally movemeant wants to showcase that there’s happy people of different body types. Cornerstone of their messaging.

- Commonsense media -> resource for parents and educators to log on and see whether or not certain movies/media is good for certain ages. Makes recommendations on the way your kid is, is it appropriate, content relevant to your kid.
  - Talked about this as an example of what a potential product (ie. digital curriculum portal) might entail
- Program evaluations
  - Interview
  - Surveys
  - Hired 3rd parties to execute these
  - Would like to be more forceful on this. Able to do that.
- Curriculum volunteers
  - Programs are facilitated by accredited fitness instructors.
  - Have to be careful about who they select.
  - Would like to have directory of people who are certified instructors

#### **Some problems that were discussed:**

- Being able to connect with people to understand how fitness and their well-being are directly correlated
- Their middle-school curriculum isn't very accessible at the moment (it's just a pdf). Want to make it interactive and easier for parents / educators to find resources to educate children
- Dealing with the issue of parents having a certain image of what's healthy
- Have not received as much feedback as they have wanted (ie. pre- and post-middle-school program interviews with participants). Want to be more forceful on getting feedback
- Currently don't have a directory of certified instructors for their middle-school curriculum. Having this would be helpful



## A CRITICAL NEED

Negative body image has grown to near epidemic proportions in the past 20 years. In national studies, 70% of adults report that they don't like the way their bodies look. This issue has become so ubiquitous that Americans spend \$40 billion dollars a year for diet and fitness products alone.

To compound the effects of negative body image, a new analysis of data from the National Health and Nutrition Examination Survey reports that sedentary lifestyle and not caloric intake is the primary driver of increased obesity in the United States. By analyzing data from the last 20 years, researchers have discovered that the number of women who reported no physical activity jumped 50% since 2010, with the most dramatic rise found among young women ages 18 – 39. But researchers have drawn similar conclusions: Lack of leisure-time physical activity is directly linked to obesity, particularly in young women, reports the American Journal of Medicine.

## A CRITICAL TIME

### Pervasive Body Dissatisfaction

In a 2012 study by East Carolina State University, high school students reported a

- 44% of teens indicated they regularly skip meals as a tactic for controlling weight
- 65% say they are afraid of gaining weight
- 31% admit they would like surgery to fix a body part that makes them self-conscious about their appearance
- 20% say they are rarely or never happy with how they look

**Obesity at an All-Time High**

Adolescents age 12 – 19 years old who are obese increased from 5% in 1980 to more than one-third of adolescents now overweight or obese, according to the Center for Disease Control and Prevention.

**Physical Activity on a Sharp Decline**

Less than 3 in 10 high school students get at least 60 minutes of physical activity per week, the recommended amount of activity suggested by the World Health Organization, American Heart Association and the Center for Disease Control.)

The evidence of double digit declines in levels of physical activity as teens and young adults is undisputed, according to a 2007 study from the Journal of Physical Activity and Health. The decline in physical activity coupled with trends toward greater caloric intake have contributed to the rise in young adults who are overweight in the United States.

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<https://docs.google.com/document/d/1XeCzkD9Pbqkp6sSUF5yYJTicXehPBAXNvFWAuQzc5KE/edit?ts=5f414fb7>